

## Claims

What is claimed is:

1. A method for providing a content from a content provider to a viewer over a data network, the content being  
5 associated with an option, comprising:

offering to the viewer the option, the option being a choice between

a first choice of viewing the content without an advertisement being displayed during the content by making  
10 a choice compensation to the content provider from the viewer, and

a second choice of viewing the content with the advertisement being displayed during the content by not  
15 making the choice compensation to the content provider from the viewer;

selecting, by the viewer, the first choice or the second choice;

communicating the option selected to the content provider; and

20 providing the content, from the content provider to the viewer, based on the option selected.

2. The method of claim 1, wherein the step of offering the viewer the option further comprises:

offering the viewer the option over a content display device.

3. The method of claim 2, wherein the step of offering the viewer the option further comprises:

offering the viewer the option over an intelligent television.

4. The method of claim 2, wherein the step of offering the viewer the option further comprises:

offering the viewer the option over a computer.

5. The method of claim 2, wherein the step of offering the viewer the option further comprises:

offering the viewer the option over a personal digital assistant.

6. The method of claim 2, wherein the step of offering the viewer the option further comprises:

offering the viewer the option over a cellular telephone.

7. The method of claim 1, wherein the step of providing the content further comprises:

providing a movie.

8. The method of claim 1, wherein providing the content further comprises:

5 providing a sporting event.

9. The method of claim 1, wherein providing the content further comprises:

providing a situation comedy.

10. The method of claim 1, wherein providing the content further comprises:

providing a drama series.

11. The method of claim 1, wherein providing the content further comprises:

providing a news event.

13. The method of claim 1, wherein providing the content further comprises:

providing a miniseries.

14. The method of claim 1, wherein the step of selecting the first choice or the second choice further comprises:

transmitting, by the viewer, the first choice or the second choice selected by the viewer over the data network to the content provider.

5 15. The method of claim 1, wherein the step of offering the viewer the option further comprises:

making the choice compensation, the choice compensation being a fee paid to the content provider from the viewer.

10 16. The method of claim 1, further comprising:

offering to the viewer a third choice of viewing the content with an embedded advertisement being displayed during the content by making the choice compensation to the content provider from the viewer, the embedded advertisement being displayed as part of the content.

15 17. A system for providing a content from a content provider to a viewer over a data network, the content being associated with an option, comprising:

a content display device for displaying content;  
a content providing server, the content providing server having a processor for communicating with the content display device and a content storage device; and

the content storage device, the content storage device having computer instructions stored thereon, that, when loaded into a computer, cause the computer to perform the method of:

5 offering to the viewer the option, the option being a choice between

a first choice of viewing the content without an advertisement being displayed during the content by making a choice compensation to the content provider from the viewer, and

a second choice of viewing the content with the advertisement being displayed during the content by not making the choice compensation to the content provider from the viewer;

15 selecting, by the viewer, the first choice or the second choice;

communicating the option selected to the content provider; and

20 providing the content, from the content provider to the viewer, based on the option selected.

18. A computer readable medium having computer instructions stored thereon that, when loaded into a computer system, cause the computer system to perform the

method for providing a content from a content provider to a viewer over a data network, the content being associated with an option, the method comprising:

offering to the viewer the option, the option being a  
5 choice between

a first choice of viewing the content without an advertisement being displayed during the content by making a choice compensation to the content provider from the viewer, and

10 a second choice of viewing the content with the advertisement being displayed during the content by not making the choice compensation to the content provider from the viewer;

15 selecting, by the viewer, the first choice or the second choice;

communicating the option selected to the content provider; and

providing the content, from the content provider to the viewer, based on the option selected.

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19. An electronic signal, comprising:

computer instructions that, when loaded into a computer, cause the computer to perform a method for providing a content from a content provider to a viewer

over a data network, the content being associated with an option, the method comprising:

offering to the viewer the option, the option being a choice between

5 a first choice of viewing the content without an advertisement being displayed during the content by making a choice compensation to the content provider from the viewer, and

10 a second choice of viewing the content with the advertisement being displayed during the content by not making the choice compensation to the content provider from the viewer;

selecting, by the viewer, the first choice or the second choice;

15 communicating the option selected to the content provider; and

providing the content, from the content provider to the viewer, based on the option selected.

20 20. A method for providing a content from a content provider to a listener over a data network, the content being associated with an option, comprising:

offering to the listener the option, the option being a choice between

a first choice of listening to the content without an advertisement being played during the content by making a choice compensation to the content provider from the listener, and

5 a second choice of listening to the content with the advertisement being played during the content by not making the choice compensation to the content provider from the listener;

10 selecting, by the listener, the first choice or the second choice;

communicating the option selected to the content provider; and

15 providing the content, from the content provider to the listener, based on the option selected.

20 21. The method of claim 20, wherein the step of offering the listener the option further comprises:

offering the listener the option over a content playback device.

22. The method of claim 21, wherein the step of offering the listener the option further comprises:

offering the listener the option over an intelligent radio.



23. The method of claim 21, wherein the step of offering the listener the option further comprises:

offering the listener the option over a computer.

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24. The method of claim 21, wherein the step of offering the listener the option further comprises:

offering the listener the option over a personal digital assistant.

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25. The method of claim 21, wherein the step of offering the listener the option further comprises:

offering the listener the option over a cellular telephone.

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26. A system for providing a content from a content provider to a listener over a data network, the content being associated with an option, comprising:

a content playback device for playing content;

20 a content providing server, the content providing server having a processor for communicating with the content playback device and a content storage device; and

the content storage device, the content storage device having computer instructions stored thereon, that, when

loaded into a computer, cause the computer to perform the method of:

offering to the listener the option, the option being a choice between

5 a first choice of listening to the content without an advertisement being played during the content by making a choice compensation to the content provider from the listener, and

10 a second choice of listening to the content with the advertisement being played during the content by not making the choice compensation to the content provider from the listener;

selecting, by the listener, the first choice or the second choice;

15 communicating the option selected to the content provider; and

providing the content, from the content provider to the listener, based on the option selected.

20 27. A computer readable medium having computer instructions stored thereon that, when loaded into a computer system, cause the computer system to perform the method for providing a content from a content provider to a

listener over a data network, the content being associated with an option, the method comprising:

offering to the listener the option, the option being a choice between

5 a first choice of listening to the content without an advertisement being played during the content by making a choice compensation to the content provider from the listener, and

10 a second choice of listening to the content with the advertisement being played during the content by not making the choice compensation to the content provider from the listener;

selecting, by the listener, the first choice or the second choice;

15 communicating the option selected to the content provider; and

providing the content, from the content provider to the listener, based on the option selected.

20 28. An electronic signal, comprising:

computer instructions that, when loaded into a computer, cause the computer to perform a method for providing a content from a content provider to a listener

over a data network, the content being associated with an option, the method comprising:

offering to the listener the option, the option being a choice between

5 a first choice of listening to the content without an advertisement being played during the content by making a choice compensation to the content provider from the listener, and

10 a second choice of listening to the content with the advertisement being played during the content by not making the choice compensation to the content provider from the listener;

selecting, by the listener, the first choice or the second choice;

15 communicating the option selected to the content provider; and

providing the content, from the content provider to the listener, based on the option selected.